



WCPO

wcpo.com  
kypost.com

## ORDER

Print Date 10/22/12

Page 1 of 5

Flight Dates 10/23/12-10/29/12

Contract / Revision 311602 /

Original Date / Revision  
10/20/12 10/20/12

Advertiser Obama / Democrat / Preside

Agency GMMB Inc

Buying Contact

1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007

Product

Candidate. OFA Sked A 10.23-10.2

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1537

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-8

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Order Share % Market Value

Competing Station % of Order Amount

|       |      |
|-------|------|
| CABLE | %    |
| UNKWN | 100% |
| WBQC  | %    |
| WCET  | %    |
| WCVN  | %    |
| WKON  | %    |
| WKRC  | %    |
| WLWT  | %    |
| WPTO  | %    |
| WSTR  | %    |
| WXIX  | %    |

## Order Totals

## Billing Plan

| Month         | # of Spots | Net Amount  | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|---------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| October 2012  | 124        | \$39,865.00 | \$46,900.00  | 0.00   | 10/01/12   | 10/28/12 | 124     | \$39,865.00 | \$46,900.00  |
| November 2012 | 27         | \$8,818.75  | \$10,375.00  | 0.00   | 10/29/12   | 10/29/12 | 27      | \$8,818.75  | \$10,375.00  |
| Totals        | 151        | \$48,683.75 | \$57,275.00  | 0.00   |            |          |         |             |              |

|       |      |                   |                 |                                |       |                |                   |     |             |          |               |          | Totals |            |
|-------|------|-------------------|-----------------|--------------------------------|-------|----------------|-------------------|-----|-------------|----------|---------------|----------|--------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code                 | Break | Start/End Time | Days              | Len | Spots       | Rate     | Pri           | Rtg Type | Spots  | Amount     |
| 1     | WCPO | 10/23/12          | 10/29/12        | M-F GMTS 5-6a<br>M-F GMTS 5-6a | CM    | 5-6a           | 22222--           | :30 | 10          | \$70.00  | P-8           | 0.00 NM  | 10     | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |          | <u>Rating</u> |          |        |            |
| Week: |      | 10/23/12          | 10/29/12        | 22222--                        |       |                | 10                |     | \$70.00     |          | 0.00          |          |        |            |
| 2     | WCPO | 10/23/12          | 10/29/12        | M-F GMTS 6-7a<br>M-F GMTS 6-7a | CM    | 6-7a           | 12222--           | :30 | 9           | \$125.00 | P-8           | 0.00 NM  | 9      | \$1,125.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |          | <u>Rating</u> |          |        |            |
| Week: |      | 10/23/12          | 10/29/12        | 12222--                        |       |                | 9                 |     | \$125.00    |          | 0.00          |          |        |            |
| 3     | WCPO | 10/23/12          | 10/29/12        | M-F GMA 7-9am<br>M-F GMA 7-9am | CM    | 7-9a           | 34444--           | :30 | 19          | \$200.00 | P-8           | 0.00 NM  | 19     | \$3,800.00 |



WCPO

Print Date: 10/22/12

Page 2 of 5

wcpo.com  
kypost.com

Contract / Revision 311602 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/20/12/ 10/20/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. OFA Sked A 10. Estimate # 1537

| Ln   | Ch   | Start             | End             | Inventory Code                           | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals |            |
|------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
|      |      |                   |                 |  |       |                |         |     |                   |             |     |               |      | Spots  | Amount     |
| 3    | WCPO | 10/23/12          | 10/29/12        | M-F GMA 7-9am<br>M-F GMA 7-9am           | CM    | 7-9a           | 34444-- | :30 | 19                | \$200.00    | P-8 | 0.00          | NM   | 19     | \$3,800.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/23/12    | 10/29/12        | 34444--                                  |       |                |         |     | 19                | \$200.00    |     | 0.00          |      |        |            |
| 4    | WCPO | 10/27/12          | 10/27/12        | SA 5-6am<br>SA 5-6am                     | CM    | 5-6a           | -----S- | :30 | 1                 | \$50.00     | P-8 | 0.00          | NM   | 1      | \$50.00    |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/23/12    | 10/29/12        | -----S-                                  |       |                |         |     | 1                 | \$50.00     |     | 0.00          |      |        |            |
| 5    | WCPO | 10/27/12          | 10/27/12        | SA 6-7am<br>SA 6-7am                     | CM    | 6-7a           | -----S- | :30 | 2                 | \$70.00     | P-8 | 0.00          | NM   | 2      | \$140.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/23/12    | 10/29/12        | -----S-                                  |       |                |         |     | 2                 | \$70.00     |     | 0.00          |      |        |            |
| 6    | WCPO | 10/27/12          | 10/27/12        | SA GMA 7-8a<br>SA GMA 7-8a               | CM    | 7-8a           | -----S- | :30 | 1                 | \$175.00    | P-8 | 0.00          | NM   | 1      | \$175.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/23/12    | 10/29/12        | -----S-                                  |       |                |         |     | 1                 | \$175.00    |     | 0.00          |      |        |            |
| 7    | WCPO | 10/27/12          | 10/27/12        | SA GMTS 8-9a<br>SA GMTS 8-9a             | CM    | 8-9a           | -----S- | :30 | 2                 | \$160.00    | P-8 | 0.00          | NM   | 2      | \$320.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/23/12    | 10/29/12        | -----S-                                  |       |                |         |     | 2                 | \$160.00    |     | 0.00          |      |        |            |
| 8    | WCPO | 10/28/12          | 10/28/12        | SU 5-6am<br>SU 5-6am                     | CM    | 5-6a           | -----S  | :30 | 1                 | \$50.00     | P-8 | 0.00          | NM   | 1      | \$50.00    |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/23/12    | 10/29/12        | -----S                                   |       |                |         |     | 1                 | \$50.00     |     | 0.00          |      |        |            |
| 9    | WCPO | 10/28/12          | 10/28/12        | SU 6-7am<br>SU 6-7am                     | CM    | 6-7a           | -----S  | :30 | 2                 | \$75.00     | P-8 | 0.00          | NM   | 2      | \$150.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/23/12    | 10/29/12        | -----S                                   |       |                |         |     | 2                 | \$75.00     |     | 0.00          |      |        |            |
| 10   | WCPO | 10/28/12          | 10/28/12        | SU GMA 7-8a<br>SU GMA 7-8a               | CM    | 7-8a           | -----S  | :30 | 1                 | \$175.00    | P-8 | 0.00          | NM   | 1      | \$175.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/23/12    | 10/29/12        | -----S                                   |       |                |         |     | 1                 | \$175.00    |     | 0.00          |      |        |            |
| 11   | WCPO | 10/28/12          | 10/28/12        | SU GMTS 8-9a<br>SU GMTS 8-9a             | CM    | 8-9a           | -----S  | :30 | 2                 | \$190.00    | P-8 | 0.00          | NM   | 2      | \$380.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/23/12    | 10/29/12        | -----S                                   |       |                |         |     | 2                 | \$190.00    |     | 0.00          |      |        |            |
| 12   | WCPO | 10/23/12          | 10/29/12        | M-F 9-10a<br>Live with Regis and Kelly   | CM    | M-F 9-10a      | 11111-- | :30 | 5                 | \$125.00    | P-8 | 0.00          | NM   | 5      | \$625.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/23/12    | 10/29/12        | 11111--                                  |       |                |         |     | 5                 | \$125.00    |     | 0.00          |      |        |            |
| 13   | WCPO | 10/23/12          | 10/29/12        | M-F 10-11a Right This Morn<br>M-F 10-11a | CM    | 10-11a         | 11111-- | :30 | 5                 | \$100.00    | P-8 | 0.00          | NM   | 5      | \$500.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/23/12    | 10/29/12        | 11111--                                  |       |                |         |     | 5                 | \$100.00    |     | 0.00          |      |        |            |
| E 14 | WCPO | 10/23/12          | 10/29/12        | M-F 11a-12p<br>M-F 11a-12p               | CM    | 11a-12p        | MTWTF-- | :30 | 3                 | \$450.00    | P-3 | 0.00          | NM   | 3      | \$1,350.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/23/12    | 10/29/12        | MTWTF--                                  |       |                |         |     | 3                 | \$450.00    |     | 0.00          |      |        |            |
| E 15 | WCPO | 10/23/12          | 10/29/12        | M-F 12-1p News<br>M-F 12-1p News         | CM    | 12-1p          | MTWTF-- | :30 | 5                 | \$150.00    | P-8 | 0.00          | NM   | 6      | \$900.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |



WCPO

Print Date: 10/22/12

Page 3 of 5

wcpo.com  
kypost.com

Contract / Revision 311602 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/20/12/ 10/20/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. OFA Sked A 10. Estimate # 1537

| Ln   | Ch   | Start             | End             | Inventory Code                         | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals |            |
|------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
|      |      |                   |                 |  |       |                |         |     |                   |             |     |               |      | Spots  | Amount     |
| E 15 | WCPO | 10/23/12          | 10/29/12        | M-F 12-1p News<br>M-F 12-1p News       | CM    | 12-1p          | MTWTF-- | :30 | 5                 | \$150.00    | P-8 | 0.00          | NM   | 6      | \$900.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/23/12    | 10/29/12        | MTWTF--                                |       |                |         |     | 6                 | \$150.00    |     | 0.00          |      |        |            |
| 16   | WCPO | 10/23/12          | 10/29/12        | M-F 1-2p<br>M-F 1-2p                   | CM    | 1258-2p        | 11111-- | :30 | 5                 | \$150.00    | P-8 | 0.00          | NM   | 5      | \$750.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/23/12    | 10/29/12        | 11111--                                |       |                |         |     | 5                 | \$150.00    |     | 0.00          |      |        |            |
| 17   | WCPO | 10/23/12          | 10/29/12        | M-F 2-3p<br>2-3pm General Hospital     | CM    | 2-3p           | -1--1-- | :30 | 2                 | \$600.00    | P-8 | 0.00          | NM   | 2      | \$1,200.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/23/12    | 10/29/12        | -1--1--                                |       |                |         |     | 2                 | \$600.00    |     | 0.00          |      |        |            |
| 18   | WCPO | 10/28/12          | 10/28/12        | SU 9-10a<br>SU9-10a                    | CM    | 9-10a          | -----S  | :30 | 1                 | \$800.00    | P-8 | 0.00          | NM   | 1      | \$800.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/23/12    | 10/29/12        | -----S                                 |       |                |         |     | 1                 | \$800.00    |     | 0.00          |      |        |            |
| 19   | WCPO | 10/23/12          | 10/29/12        | M-F 3-4p<br>3-4pm Katie                | CM    | 3-4p           | 11111-- | :30 | 5                 | \$200.00    | P-8 | 0.00          | NM   | 5      | \$1,000.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/23/12    | 10/29/12        | 11111--                                |       |                |         |     | 5                 | \$200.00    |     | 0.00          |      |        |            |
| 20   | WCPO | 10/23/12          | 10/29/12        | M-F 4-5p Ellen<br>M-F 4-5p Ellen       | CM    | 358-5p         | 11111-- | :30 | 5                 | \$280.00    | P-8 | 0.00          | NM   | 5      | \$1,400.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/23/12    | 10/29/12        | 11111--                                |       |                |         |     | 5                 | \$280.00    |     | 0.00          |      |        |            |
| 21   | WCPO | 10/23/12          | 10/29/12        | M-F 5-530p News<br>M-F 5-530p News     | CM    | 5-530p         | 11111-- | :30 | 5                 | \$275.00    | P-8 | 0.00          | NM   | 5      | \$1,375.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/23/12    | 10/29/12        | 11111--                                |       |                |         |     | 5                 | \$275.00    |     | 0.00          |      |        |            |
| 22   | WCPO | 10/23/12          | 10/29/12        | M-F 530-6p News<br>M-F 530-6p News     | CM    | 528-6p         | 11111-- | :30 | 5                 | \$300.00    | P-8 | 0.00          | NM   | 5      | \$1,500.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/23/12    | 10/29/12        | 11111--                                |       |                |         |     | 5                 | \$300.00    |     | 0.00          |      |        |            |
| 23   | WCPO | 10/23/12          | 10/29/12        | M-F 6-630p News<br>M-F 6-630p News     | CM    | 558-630p       | 12111-- | :30 | 6                 | \$350.00    | P-8 | 0.00          | NM   | 6      | \$2,100.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/23/12    | 10/29/12        | 12111--                                |       |                |         |     | 6                 | \$350.00    |     | 0.00          |      |        |            |
| 24   | WCPO | 10/28/12          | 10/28/12        | SU 6-7p News<br>SU 6-7p News           | CM    | 558-7p         | -----S  | :30 | 1                 | \$225.00    | P-8 | 0.00          | NM   | 1      | \$225.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/23/12    | 10/29/12        | -----S                                 |       |                |         |     | 1                 | \$225.00    |     | 0.00          |      |        |            |
| 25   | WCPO | 10/23/12          | 10/29/12        | M-F 7-730p<br>7-730p The List          | CM    | M-F 7-730pm    | 11111-- | :30 | 5                 | \$400.00    | P-8 | 0.00          | NM   | 5      | \$2,000.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/23/12    | 10/29/12        | 11111--                                |       |                |         |     | 5                 | \$400.00    |     | 0.00          |      |        |            |
| 26   | WCPO | 10/23/12          | 10/29/12        | M-F 730-8p<br>730-8p Let's Ask America | CM    | M-F 730-8p     | 11111-- | :30 | 5                 | \$465.00    | P-8 | 0.00          | NM   | 5      | \$2,325.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/23/12    | 10/29/12        | 11111--                                |       |                |         |     | 5                 | \$465.00    |     | 0.00          |      |        |            |
| 27   | WCPO | 10/29/12          | 10/29/12        | M8-10p Dancing<br>M8-10p Dancing       | CM    | 8-10p          | M-----  | :30 | 1                 | \$2,000.00  | P-8 | 0.00          | NM   | 1      | \$2,000.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/23/12    | 10/29/12        | M-----                                 |       |                |         |     | 1                 | \$2,000.00  |     | 0.00          |      |        |            |



WCPO

Print Date: 10/22/12

Page 4 of 5

wcpo.com  
kypost.com

Contract / Revision 311602 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/20/12/ 10/20/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. OFA Sked A 10. Estimate # 1537

|   |           |                   |                 |  |       |                       |                 |               |                   |                       |     |               |             | Totals |            |
|---|-----------|-------------------|-----------------|--|-------|-----------------------|-----------------|---------------|-------------------|-----------------------|-----|---------------|-------------|--------|------------|
| Ln  | Ch        | Start             | End             | Inventory Code                                       | Break | Start/End Time        | Days            | Len           | Spots             | Rate                  | Pri | Rtg           | Type        | Spots  | Amount     |
| 27  | WCPO      | 10/29/12          | 10/29/12        | M8-10p Dancing<br>M8-10p Dancing                     | CM    | 8-10p                 | M-----          | :30           | 1                 | \$2,000.00            | P-8 | 0.00          | NM          | 1      | \$2,000.00 |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>           |     | <u>Rating</u> |             |        |            |
| Week:   |           | 10/23/12          | 10/29/12        | M-----   |       |                       |                 |               | 1                 | \$2,000.00            |     | 0.00          |             |        |            |
| E 28  | WCPO      | 10/29/12          | 10/29/12        | Monday Prime C<br>Monday Prime C                     | CM    | 10-11p                | M-----          | :30           | 1                 | \$3,000.00            | P-3 | 0.00          | NM          | 1      | \$3,000.00 |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>           |     | <u>Rating</u> |             |        |            |
| Week:   |           | 10/23/12          | 10/29/12        | M-----   |       |                       |                 |               | 1                 | \$3,000.00            |     | 0.00          |             |        |            |
| 29  | WCPO      | 10/23/12          | 10/23/12        | Tuesday Prime A<br>Tuesday Prime A                   | CM    | 8-9p                  | -T-----         | :30           | 1                 | \$4,500.00            | P-3 | 0.00          | NM          | 1      | \$4,500.00 |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>           |     | <u>Rating</u> |             |        |            |
| Week:   |           | 10/23/12          | 10/29/12        | -T-----  |       |                       |                 |               | 1                 | \$4,500.00            |     | 0.00          |             |        |            |
| 30  | WCPO      | 10/24/12          | 10/24/12        | Wednesday Prime A<br>Wednesday Prime A               | CM    | 8-9p                  | --W----         | :30           | 1                 | \$1,500.00            | P-8 | 0.00          | NM          | 1      | \$1,500.00 |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>           |     | <u>Rating</u> |             |        |            |
| Week:   |           | 10/23/12          | 10/29/12        | --W----  |       |                       |                 |               | 1                 | \$1,500.00            |     | 0.00          |             |        |            |
| 31  | WCPO      | 10/25/12          | 10/25/12        | Thursday Prime B<br>Thursday Prime B                 | CM    | 9-10p                 | ---T---         | :30           | 1                 | \$6,500.00            | P-8 | 0.00          | NM          | 1      | \$6,500.00 |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>           |     | <u>Rating</u> |             |        |            |
| Week:   |           | 10/23/12          | 10/29/12        | ---T---  |       |                       |                 |               | 1                 | \$6,500.00            |     | 0.00          |             |        |            |
| 32  | WCPO      | 10/26/12          | 10/26/12        | Friday Prime C<br>Friday Prime C                     | CM    | 10-11p                | ----F--         | :30           | 1                 | \$3,100.00            | P-8 | 0.00          | NM          | 1      | \$3,100.00 |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>           |     | <u>Rating</u> |             |        |            |
| Week:   |           | 10/23/12          | 10/29/12        | ----F--  |       |                       |                 |               | 1                 | \$3,100.00            |     | 0.00          |             |        |            |
| 33  | WCPO      | 10/28/12          | 10/28/12        | Sunday Prime B<br>Sunday Prime B                     | CM    | 8-9p                  | -----S          | :30           | 1                 | \$4,500.00            | P-8 | 0.00          | NM          | 1      | \$4,500.00 |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>           |     | <u>Rating</u> |             |        |            |
| Week:   |           | 10/23/12          | 10/29/12        | -----S   |       |                       |                 |               | 1                 | \$4,500.00            |     | 0.00          |             |        |            |
| E 34  | WCPO      | 10/23/12          | 10/29/12        | M-SU 11p Late News<br>M-SU 11p Late News             | CM    | 11-1135p              | 1111111         | :30           | 7                 | \$450.00              | P-8 | 0.00          | NM          | 7      | \$3,150.00 |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>           |     | <u>Rating</u> |             |        |            |
| Week:   |           | 10/23/12          | 10/29/12        | 1111111  |       |                       |                 |               | 7                 | \$450.00              |     | 0.00          |             |        |            |
| <u>Spot</u>   | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                                   |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>           |     | <u>Rtg</u>    | <u>Type</u> |        |            |
| 5   | WCPO      | 10/23/12-10/29/12 |                 | M-SU 11p Late News                                   |       | 11-1135p              | MTWThFSaSu      | :30           |                   | <del>(\$450.00)</del> |     | 0.00          | NM          |        |            |
| See MG 34.8   |           |                   |                 |  |       |                       |                 |               |                   |                       |     |               |             |        |            |
| [news is at 1130p because of Saturday Night Football] |           |                   |                 |  |       |                       |                 |               |                   |                       |     |               |             |        |            |
| 8   | VCPO      | 10/23/12-10/29/12 |                 | M-SU 11p Late News                                   |       | 11-1135p              | MTWThF--Su      | :30           |                   | \$450.00              |     | 0.00          | NM          |        |            |
| Ⓜ MG for 34.5 10/27                                   |           |                   |                 |  |       |                       |                 |               |                   |                       |     |               |             |        |            |
| 35  | WCPO      | 10/23/12          | 10/29/12        | M-F 1135p-1202a Nightlir<br>M-F 1135p-1202a Nightlir | CM    | 1135p-1202a           | 11111--         | :30           | 5                 | \$275.00              | P-8 | 0.00          | NM          | 5      | \$1,375.00 |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>           |     | <u>Rating</u> |             |        |            |
| Week:   |           | 10/23/12          | 10/29/12        | 11111--  |       |                       |                 |               | 5                 | \$275.00              |     | 0.00          |             |        |            |
| 36  | WCPO      | 10/23/12          | 10/29/12        | M-F 1202-107a Jimmy Ki<br>M-F 1202-107a Jimmy Ki     | CM    | 1202-107a             | 11111--         | :30           | 5                 | \$50.00               | P-8 | 0.00          | NM          | 5      | \$250.00   |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>           |     | <u>Rating</u> |             |        |            |
| Week:   |           | 10/23/12          | 10/29/12        | 11111--  |       |                       |                 |               | 5                 | \$50.00               |     | 0.00          |             |        |            |
| 37  | WCPO      | 10/23/12          | 10/29/12        | M-F 106-206a Frasier<br>M-F 106-206a Frasier         | CM    | 106-206a              | 11111--         | :30           | 5                 | \$10.00               | P-8 | 0.00          | NM          | 5      | \$50.00    |
|   |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>           |     | <u>Rating</u> |             |        |            |
| Week:   |           | 10/23/12          | 10/29/12        | 11111--  |       |                       |                 |               | 5                 | \$10.00               |     | 0.00          |             |        |            |
| 38  | WCPO      | 10/28/12          | 10/28/12        |  | CM    | SU 1135p-1235a        | -----S          | :30           | 1                 | \$75.00               | P-8 | 0.00          | NM          | 1      | \$75.00    |



WCPO

Print Date: 10/22/12

Page 5 of 5

wcpo.com  
kypost.com

Contract / Revision 311602 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/20/12/ 10/20/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. OFA Sked A 10. Estimate # 1537

| Ln  | Ch   | Start             | End             | Inventory Code            | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type   | Totals |             |
|-----|------|-------------------|-----------------|---------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|--------|-------------|
|     |      |                   |                 |                           |       |                |         |     |                   |             |     |               |        | Spots  | Amount      |
|     |      |                   |                 | SU 1135p-1235a            |       |                |         |     |                   |             |     |               |        |        |             |
|     |      |                   |                 | SU 1135p-1235a            |       |                |         |     |                   |             |     |               |        |        |             |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|     |      | Week: 10/23/12    | 10/29/12        | -----S                    |       |                |         |     | 1                 | \$75.00     |     | 0.00          |        |        |             |
| 39  | WCPO | 10/27/12          | 10/27/12        | ABC College Football -g   | CM    | 258-7p         | -----S- | :30 | 1                 | \$400.00    | P-8 | 0.00          | NM     | 1      | \$400.00    |
|     |      |                   |                 | ABC College Football gan  |       |                |         |     |                   |             |     |               |        |        |             |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|     |      | Week: 10/23/12    | 10/29/12        | -----S-                   |       |                |         |     | 1                 | \$400.00    |     | 0.00          |        |        |             |
| 40  | WCPO | 10/27/12          | 10/27/12        | ABC College Football Pri  | CM    | 758-1130p      | -----S- | :30 | 1                 | \$1,000.00  | P-8 | 0.00          | NM     | 1      | \$1,000.00  |
|     |      |                   |                 | ABC College Football Pri  |       |                |         |     |                   |             |     |               |        |        |             |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|     |      | Week: 10/23/12    | 10/29/12        | -----S-                   |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |        |        |             |
| 41  | WCPO | 10/27/12          | 10/27/12        | SA 7-730p                 | CM    | 658-730p       | -----S- | :30 | 1                 | \$200.00    | P-8 | 0.00          | NM     | 1      | \$200.00    |
|     |      |                   |                 | SA7-730P                  |       |                |         |     |                   |             |     |               |        |        |             |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|     |      | Week: 10/23/12    | 10/29/12        | -----S-                   |       |                |         |     | 1                 | \$200.00    |     | 0.00          |        |        |             |
| 42  | WCPO | 10/27/12          | 10/27/12        | SA 730-8p                 | CM    | 730-758p       | -----S- | :30 | 1                 | \$200.00    | P-8 | 0.00          | NM     | 1      | \$200.00    |
|     |      |                   |                 | SA730-8P                  |       |                |         |     |                   |             |     |               |        |        |             |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|     |      | Week: 10/23/12    | 10/29/12        | -----S-                   |       |                |         |     | 1                 | \$200.00    |     | 0.00          |        |        |             |
| N43 | WCPO | 10/23/12          | 10/29/12        | M-F 9-10a                 | CM    | M-F 9-10a      | MTWTF-- | :30 | 1                 | \$300.00    | P-3 | 0.00          | NM     | 1      | \$300.00    |
|     |      |                   |                 | Live with Regis and Kelly |       |                |         |     |                   |             |     |               |        |        |             |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|     |      | Week: 10/23/12    | 10/29/12        | MTWTF--                   |       |                |         |     | 1                 | \$300.00    |     | 0.00          |        |        |             |
| N44 | WCPO | 10/23/12          | 10/29/12        | M-F 430am News            | CM    | 430-5a         | MTWTF-- | :30 | 2                 | \$30.00     | P-8 | 0.00          | NM     | 2      | \$60.00     |
|     |      |                   |                 | M-F 430am News            |       |                |         |     |                   |             |     |               |        |        |             |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|     |      | Week: 10/23/12    | 10/29/12        | MTWTF--                   |       |                |         |     | 2                 | \$30.00     |     | 0.00          |        |        |             |
|     |      |                   |                 |                           |       |                |         |     |                   |             |     |               | Totals | 151    | \$57,275.00 |